RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #476520
Mr. S. Milley
OLEAN WHOLESALE

SALEM TEAR TAPE PROMOTION #800438: MAY (#805)

Dear Steve:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ $3.00/carton off-invoice.

RJR will reimburse you $4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **$19.00 (4 (6M) case(s) @ $4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
Enc. Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-MAY.DOC

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MAY DELIVERY
SALEM TEAR TAPE
OLEAN WHOLESALE

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED

Product / Premium Arrival: **April 28, 1998**

Ship Date to Retail: **Week of: May 11, 1998**

EFT $ Amount: **$1,240.68**

May Drive Period 805 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION

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WHOLESALER : 476520 OLEAN WHOLESALE GROCERY <DIRECT>
TEMPLATE : 800438 80500 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	2	2	2	2	8		246
162205	162231	269469	DRYDEN FOOD MARKET	33 NORTH ST	DRYDEN	NY	13053	1	1	1	1	4		146
162604	162624	268735	VILLAGE FAIR MKT	119 W COMRCL ST	E ROCHESTER	NY	14445	2	2	2	1	7		934
162605	162620	291193	MARION MKTS INC.	DBA MARION SURFIN	MARION	NY	14505	2	2	2	2	8		570
162607	162627	174976	MOUNTAIN VIEW MKT.	MT VIEW PLAZA	KYLERTOWN	PA	16847	2	2	2	2	8		590
162607	162627	175052	OLIVETTS MARKET	445 E 3RD ST	EMPORIUM	PA	15834	1		4	1	6		636
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVIL	PA	16929	3	4	2	3	12		690
162607	162228	285658	DOWNTOWN TIME SAVER	11 EAST AVE	WELLSBORO	PA	16901	1	1	3	2	7		
162607	162628	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA	16749	1	3	3	1	8		
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	2	2	2	2	8		560
162607	162228	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	1	1	1	1	4		
162607	162228	776012	DOWNTOWN TIME-SAVER	33 W WELLSBORO ST	MANSFIELD	PA	16933	1	1	2	1	5		
162607	162228	776206	DOWNTOWN TIME-SAVER	312 N WILLIAMSON	BLOSSBURG	PA	16912	1	1	1	1	4		
162607	162628	870616	SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA	16351	2	1	2	3	8		820
173001	173022	389365	AVS, INC.	9060 MAIN ST	MC KEAN	PA	16426	5		3	2	10		922
			PAGE BREAK TOTAL ACCOUNTS	15	TOTAL QUANTITY			27	23	32	25	107		
			TEMPLATE TOTAL ACCOUNTS	15	TOTAL QUANTITY			27	23	32	25	107		

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